

# Course Outline

(A SIDC CPE approved course)

**Title :** Sun Tzu's Art of War for Traders and Investors Series: Inspiring Success Story of a Warrior

**Date :** 19th Dec. 2018

**Venue :** Moffett Training Centre, E-3-2 , Plaza Kelana Jaya, Jalan SS7/13 A, Kelana Jaya, 47301, Petaling Jaya, KL

**CPE :** 10 Points

**Speaker :** Dr Ch'ng Huck Khoon

## Objectives

- 1.Relate Sun Tzu's Art of War's strategies for better investment decision/ planning;
- 2.Apply Sun Tzu's strategies on asset allocation and asset selection; and
- 3.Discuss the behavioural finance issues facing by investors.

Time	Descriptions
9 : 00 - 9 : 45	Sun Tzu's Art of War - Overview of Sun Tzu's Art of War's strategies - Application of Sun Tzu's Art of War's strategies on Stock Market Investment
9 : 45 - 10 : 30	<b>Fundamental Analysis</b>  - The experienced soldier, once in motion, is never bewildered; once he has broken camp, he is never at a loss. - In the practical art of war, the best thing of all is to take the enemy's country in complete and intact; to shatter and destroy it is not so good. (Chapter 3) - All armies prefer high ground to low and sunny places to dark. (Chapter 9)
10 : 30 - 10 : 45	<b>Coffee Break</b>
10 : 45 - 11 : 30	<b>Fundamental Analysis (Continue)</b>  - In consequence of heavy rains up-country, a river which you wish to ford is swollen and flecked with foam, you must wait until it subsides. (Chapter 9) - In respect of military method, we have, firstly, Measurement; secondly, Estimation of quantity; thirdly, Calculation; fourthly, Balancing of chances; fifthly, Victory. (Chapter 4)
11 : 30 - 12 : 15	<b>Active Portfolio Strategy</b>  - There are roads which must not be followed, armies which must not be attacked, commands of the sovereign which must not be obeyed. (Chapter 8) - When it was to their advantage, they made a forward move; when otherwise, they stopped still. (Chapter 11) - Heaven signifies night and day, cold and heat, times and seasons. (Chapter 1)
12 : 15 - 13 : 00	<b>Active Portfolio Strategy (continue)</b>  - On the day that you take up your command, block the frontier passes, destroy the official tallies, and stop the passage of all emissaries. (Chapter 11) - In war, practice dissimulation, and you will succeed. Whether to concentrate or to divide your troops, must be decided by circumstances. Chapter 7)
13 : 00 - 14 : 00	<b>Lunch Break</b>
14 : 00 - 15 : 00	<b>Investment Planning</b>  - The highest form of general ship is to balk the enemy's plans; the next best is to prevent the junction of the enemy's forces (Chapter 3) - Military tactics are like unto water; for water in its natural course runs away from high places and hastens downwards. So, in war, the way is to avoid what is strong and to strike at what is weak. (Chapter 6) - It is the rule in war, if our forces are ten to the enemy's one, to surround him; if five to one, to attack him.

Time	Descriptions
15 : 00 - 16 : 00	<p>Asset Selection</p> <ul style="list-style-type: none"> <li>- In all fighting, the direct method may be used for joining battle, but indirect methods will be needed in order to secure victory. (Chapter 5)</li> <li>- The difficulty of tactical manoeuvring consists in turning the devious into the direct, and misfortune into gain. (Chapter 7)-</li> <li>- According as circumstances are favourable, one should modify one's plans. (Chapter 1)</li> </ul>
16 : 00 - 16 : 15	<p><b>Coffee Break</b></p>
16 : 15 - 17: 15	<p>Asset Allocation</p> <ul style="list-style-type: none"> <li>- Attack him where he is unprepared, appear where you are not expected. (Chapter 1)-</li> <li>- He who is skilled in attack flashes forth from the topmost heights of heaven. Thus, on the one hand we have ability to protect ourselves; on the other, a victory that is complete. (Chapter 10)</li> <li>- To see victory only when it is within the ken of the common herd is not the acme of excellence. Neither is it the acme of excellence if you fight and conquer and the whole Empire says, "Well done!" (Chapter 4)</li> </ul>
17 : 15 - 18: 00	<p>Behavioural Finance</p> <ul style="list-style-type: none"> <li>- If we know that the enemy is open to attack, and also know that our men are in a condition to attack, but are unaware that the nature of the ground makes fighting impracticable, we have still gone only halfway towards victory. (Chapter 10)</li> <li>- Just as water retains no constant shape, so in warfare there are no constant conditions. He who can modify his tactics in relation to his opponent and thereby succeed in winning, may be called a heaven-born captain.</li> </ul>
18 : 00 - 18: 30	<p>Investment Opportunities and Challenges</p> <ul style="list-style-type: none"> <li>- The five elements (water, fire, wood, metal, earth) are not always equally predominant; the four seasons make way for each other in turn. (Chapter 6)</li> </ul>

# TRAINING COURSE REGISTRATION FORM

COURSE TITLE	Sun Tzu's Art of War for Traders and Investors Series: Inspiring Success Story of a Warrior
COURSE DATE	19th Dec. 2018
VENUE	Moffett Training Centre, E-3-2 , Plaza Kelana Jaya, Jalan SS7/13 A, Kelana Jaya, 47301, Petaling Jaya
REGISTRATION TIME	8.30AM - 9.00AM
TIME	9.00AM - 5.30PM
FEE	<b>RM 398 for Banker, member of professional associations [early bird by 19 Nov. 2018]</b> RM 448 for Banker, member of professional associations <b>RM 518 for Public [early bird by 19 Nov. 2018]</b> RM 588 for Public <i>Fees are inclusive of coffee breaks, lunch, program materials and a Certificate of Attendance</i>
SIDC CPE Points	<b>10 (Ten)</b>
Instructions	Complete this form and fax to 03-76104234 or email to cpeseminar@chkconsultancy.com.my
Payment Details	1. Cheque made payable to "CHK CONSULTANCY SDN BHD". 2. Or bank in to MAYBANK A/C #. 557063320872 3. Scan and email bank in slip to cpeseminar@chkconsultancy.com.my or fax to 04-2299327
Terms & Policies	1. submission of this document would imply agreement to our terms and policies. 2. CHK Consultancy Sdn Bhd only recognizes either payment or Letter of Undertaking and this form to confirm reservation for the participant. 3. CHK Consultancy Sdn Bhd implements a non-refund policy. Transfer to another program date incurs a 20% transfer fee and must be within 1 month from the effected month. However, we allow a replacement participant with no additional charge. 4. Cancellation made within 7 calendar days before the event date will incur a fee of 50% of the program fee. 5. Payment made any time AFTER the program date will result in an additional collection fee amounting to 15% of the original invoiced amount. 6. Registration is on a first-come-first-served basic. Walk-in participant/s will be admitted on the basic of space availability. 7. DISCLAIMER : CHK Consultancy Sdn Bhd reserves the right to change the venue, alter the speaker(s) without further notice, reserves the right to cancel/postpone this program. Administrators and participants will be notified and any payment received will be carried forward.

## MODE OF PAYMENT

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## PARTICIPANT DETAILS (COMPLETE ALL DETAILS)

FULL NAME	
DESIGNATION	
NEW NRIC/PASSPORT NO.	
EMAIL ADDRESS	
PHONE NO.	
MOBILE	
SC LICENCE / CMSRL NO.	
PROFESSIONAL ASSOCIATIONS MEMBERSHIP NO.	

## ADMINISTRATOR DETAILS

COMPANY	
CONTACT PERSON	
EMAIL ADDRESS	
PHONE NO.	
FAX NO.	
BUSINESS POSTAL ADDRESS	